

Subject: Re: Hollywood Media District BID's 2nd Quarterly Report
From: Rita Moreno <rita.moreno@lacity.org>
Date: 07/18/2016 06:40 PM
To: Jim Omahen <jim@mediadistrict.org>
CC: Lisa Schechter <lisa@mediadistrict.org>, Miranda Paster <miranda.paster@lacity.org>, Laurie Goldman <laurielgoldman@earthlink.net>

Thank you, Jim. I noted a carry over in the marketing category from 2014 to 2015, in the amount of \$18,031.70. I'm not sure about any carry over amount in this category for 2015 as I have not found the 4th Quarter Report; however, the 2016 Annual Report discusses "Surplus Revenues" in the amount of \$148,000.

On Mon, Jul 18, 2016 at 3:21 PM, Jim Omahen <jim@mediadistrict.org> wrote:
Rita, thanks for reviewing and I'll check on this and respond back to you regarding all this either tomorrow or Wednesday.

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Jim Omahen, Operations Manager
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Hollywood, CA 90038
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From: Rita Moreno <rita.moreno@lacity.org>
Date: Monday, July 18, 2016 at 3:08 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Cc: Miranda Paster <miranda.paster@lacity.org>, Laurie Goldman <laurielgoldman@earthlink.net>, Jim Omahen <jim@mediadistrict.org>
Subject: Re: Hollywood Media District BID's 2nd Quarterly Report

Hi Lisa,

I have a few questions on Hollywood Media's 2nd Quarter Report. In reviewing the Quarterly Report together with the 2016 Annual Report I found the following:

1. Budget Expenditure Categories: The Annual Report and MDP both list "Streetscape Services" which I believe translates to "Maintenance" in the Quarterly Report. Categories should remain consistent for the duration of the contract/ MDP.
2. The 2016 Fiscal Year estimated revenue is \$1,241,903.00; however, the budget amount listed in the Quarterly Report is \$1,203,797.00. Please include a paragraph to discuss the difference and any corresponding changes to each budget category.
3. "Improvements and Marketing" in the 2016 Annual Report is allocated \$81,624. However, the amount listed in the Quarterly Report is \$43,518. The difference between

the two amounts (\$38,106) is consistent with that between the 2016 estimated and actual revenue amounts discussed in item 2 above. This category has been reduced from 6.57% of the 2016 FY Budget to 3.62% and represents a -53.32% change. Is there a reason the reduction was not spread proportionately amongst each category?

Thanks and let me know if you have any questions.

Rita

On Fri, Jul 15, 2016 at 11:07 AM, Rita Moreno <rita.moreno@lacity.org> wrote:
Okay, thanks.

On Fri, Jul 15, 2016 at 10:14 AM, Jim Omahen <jim@mediadistrict.org> wrote:
Attached to this message is the Hollywood Media District BID's 2016 2nd Quarterly Report. Also, original signed copy will be postal mailed to you. Thank you.

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